

# SMC Connections Survey

Formerly Needs Assessment  
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## Survey Purpose

- Better understand students' early perceptions, expectations, perceptions, and needs.
- Provide information, support, resources students need to be successful.

Clarify the  
Path for  
Students

Help  
Students  
Get on a  
Path

Help  
Students  
Stay on a  
Path

Ensure  
Students  
are  
Learning

## Survey Purpose

- We at SMC work hard and provide many great services to students
- First-time in college students don't always know how to navigate and find services they may need
- Making connections

## Why?

- Retention
- Equity

# Development Process

- ASU
- Initial Meetings
- Workgroup

# SMC Connections Survey

ACADEMIC AND CAREER GOALS					
1	2	3	4	5	I would like assistance with:
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Clarifying my educational goals.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Preparing for transfer to a 4-year college or university.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Choosing my major or meta major.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Selecting classes to enroll in.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Identifying potential career pathways.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Searching for hands-on preparation for a career (e.g., internship).
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Finding and preparing for a job.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	How to find and talk to my professors.
COLLEGE RESOURCES					
1	2	3	4	5	I would like assistance with:
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Figuring out how to pay for college (e.g., financial aid, loans, work study).
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Connecting me to Veterans' services.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Connecting me to childcare resources.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Transportation options to get to and from SMC.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Housing resources.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Free or low-cost food resources.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Available social and cultural opportunities available on campus (e.g. student clubs, theater, dance, music)

# SMC Connections Survey

PERSONAL SUPPORT & WELLBEING					
1	2	3	4	5	I would like assistance with:
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Issues in my personal life.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Speaking to someone about sexual harassment, sexual assault, or other sexual misconduct incident.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Improving lifestyle and wellbeing (e.g., better eating habits, physical activity, sleep, reduce use of alcohol or other drugs, etc.).
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Managing stress and anxiety.
ACADEMIC SUPPORT					
1	2	3	4	5	I would like assistance with:
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strengthening my math skills.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strengthening my writing skills.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Developing better study habits.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Managing my time more efficiently.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Library research skills.

# SMC Connections Survey

COLLEGE EXPERIENCES					
1	2	3	4	5	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I feel a sense of belonging to Santa Monica College.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I am satisfied so far with my overall experience at SMC.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I feel prepared to start SMC.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I am confident that SMC is the right school for me.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	It has been easy to get help from college staff.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I am committed to complete my educational goals at SMC.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	I am committed to obtaining my degree.
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	My family and friends are supportive and encouraging of my attending college.
CONTACTING YOU					
SMC staff would like to follow-up and provide you with any support and resources you may need. How would like to be contacted (mark all that apply).					
<input type="checkbox"/> Email <input type="checkbox"/> Phone Call <input type="checkbox"/> Text message					
FEEDBACK					
Is there anything not covered in this survey that you would like to share to help us improve services to students?					
<input type="text"/>					

## Who?

- Target all first-time in college
  - Potentially require for all Promise Students (Fall 2019: 1,700 eligible, 1,200 enrolled)
  - Incentivize first-time in college (5,000+)

## What happens after student completes the survey?

- Importance of proactive outreach
- Email, text, phone
- All students
- Communication timing
- Dynamic emails
- Examples

## Enhanced Outreach & Connection

- Individual student results summary can be in web ISIS in a student profile
- Prioritization and proactive outreach (success coach, counselor) for at risk students based on results (sense of belonging & non-cognitive factors)

## 1.0 Implementation

- Survey Gizmo or Corsair Connect
- Integration of results into web ISIS
- Communication tools and processes

# Communication Tools

- Target X for emails and texts
- Dynamic integration of content/resources
  - Existing model with enrollment tasks communications
- Nudging based texting (generic grouping of messages, financial aid)

# Resources

- Committee meetings
- Development of messages (copy)
- Develop full scope of work for MIS
  - Integration with ISIS & Target X
  - Develop student profile in web ISIS

# Timeline

- Intensive work Spring and Summer
- Aggressive and optimistic about Fall 2019 implementation

# Questions & Discussion

# Version 2.0+ Ideas

- Integration with dynamic content based on needs in Corsair Connect